

Fourth Annual

Workforce Attitudes Toward Mental Health

2022



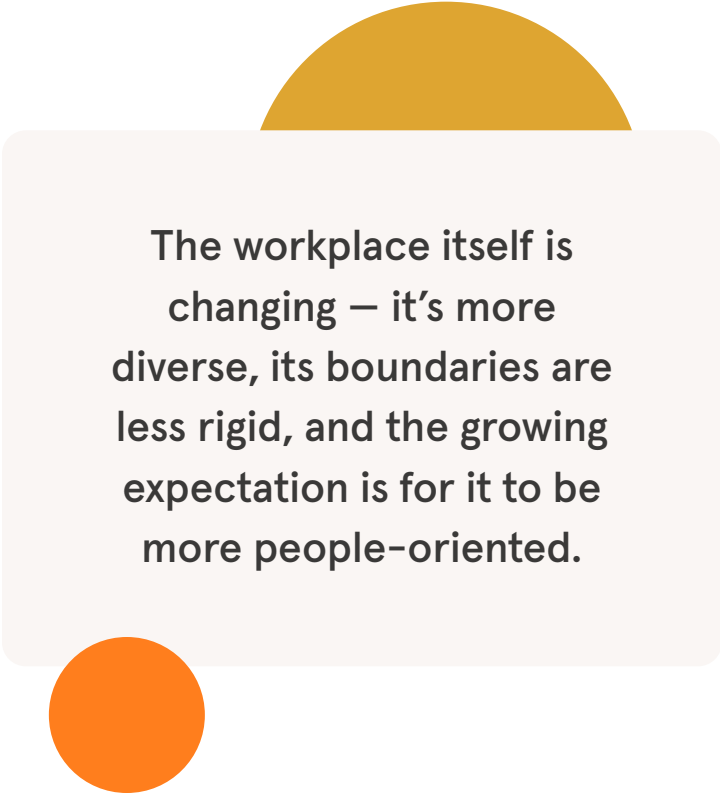
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From the Great Resignation... to the Great Inspiration.



EMPLOYEES TODAY ARE FACING A TIME OF REFLECTION AND RE-EVALUATION regarding how — and if — they should show up in the workplace. Two years after the initial onset of the COVID-19 pandemic, employees are still grappling with the ramifications and fallout of a global pandemic that upended life as we knew it. With the virus also came a new wave of reckoning for employees, and they want more. The numbers of employees who totally and freely opted out of the workforce set off what's become known as the "Great Resignation". Yet this is only half the story. Many employees — exhausted and in need of support — are seeking new opportunities that offer a better overall employee experience. In some circles, the Great Resignation has more aptly been recognized as the "Great Reshuffling" with top talent heading for higher ground. They're searching for more than just jobs, their search is much more purposeful. Many are seeking careers that inspire them, workplaces that motivate them, and employers that make the effort to know them.



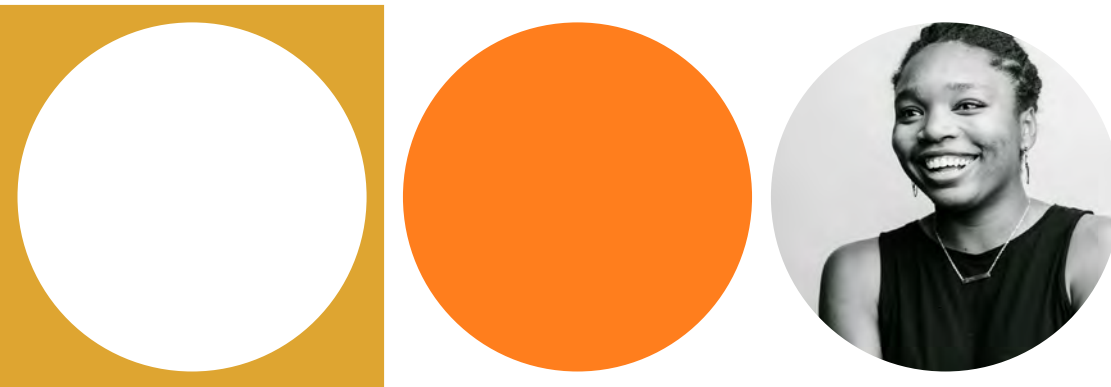
The workplace itself is changing — it's more diverse, its boundaries are less rigid, and the growing expectation is for it to be more people-oriented.

The workplace itself is changing — it's more diverse, its boundaries are less rigid, and the growing expectation is for it to be more people-oriented. Much of the latter means providing a psychologically safe environment where employees can truly thrive. We've collectively made progress and for the most part, the updates in our annual Workforce Attitudes Report reflect positive trends. But it's still too common for employers to miss the mark. For example, in this year's survey we found that **30 percent of employees say that their work discourages them or actually harms their mental health**. 30 percent may seem like a small number, but perhaps not so much when you consider that this is the number of employees most susceptible to leaving an organization, and thus leaving employers out on the front lines of an ever-increasing battle for exceptional talent.

So how can leaders create a culture that stands out as one that employees want to be a part of, and not run from? It starts with supporting the full spectrum of workers' mental health needs. And even if you're not harming employees' mental health, it's still your responsibility to help. **In fact, 81 percent of global employees agree that employers have a responsibility to help them manage their mental health.**

The intention of our report is not only to heighten the voices of employees and their experiences around emotional well-being, but also to provide practical tips for how employers can rise to the occasion and support workers in a time of reimagined workforce mental health.

How can you transform your workplace to become a source of inspiration?



Goals and Methodology

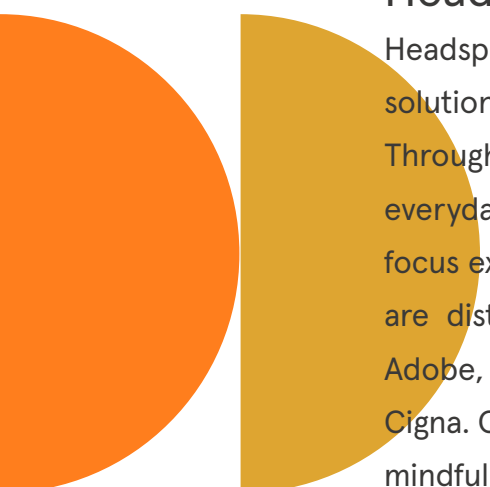
In February and March 2022, Headspace Health partnered with Dimensional Research to conduct two surveys in Australia, Germany, the United Kingdom, and the United States. One surveyed 5,400 employees across a variety of industries, demographics, and work types, including knowledge, service, and manual workers. All those surveyed were employed for 30 hours a week or more at jobs that included benefits. The survey asked a wide range of questions about experiences with mental health and employee benefits. The other surveyed 506 business leaders who were employed as CEO, president, or an equivalent business leader at a company that offers job benefits and has at least 100 employees. Leaders were asked about their experiences with mental health and about their company's mental health benefits for employees. To enable trend analysis, certain questions were repeated from similar 2019, 2020, and 2021 surveys.

Definitions

Mental health support

“Mental health support” as defined in the study includes a wide spectrum of activities, from mindfulness practices and coaching to formal mental health services from a therapist or psychiatrist. Participants were given this definition of mental health and were required to acknowledge the definition to participate.

Headspace Health



Headspace Health is a leading provider of mental health and well-being solutions, touching the lives of over 100 million people in 190 countries. Through our flagship Headspace brand, we provide mindfulness tools for everyday life, including meditations, sleepcasts, mindful movement, and focus exercises. Our enterprise brands, Headspace for Work and Ginger, are distributed through over 3,500 enterprises, including Starbucks, Adobe, Delta Air Lines, and Paramount; and through health plans such as Cigna. Our members and enterprise partners' employees have access to mindfulness and meditation tools.

Dimensional Research

Dimensional Research provides in-depth market research to help technology companies make smarter business decisions.

Four Key Insights About Workforce Mental Health



COVID-19 related stress has started to fall, however, employees are increasingly feeling stress spring up from new sources.

Burnout, poor management and leadership concerns creep up as COVID-19-related stress slightly recedes.

Key Insight #1

Stress has shapeshifted

For the past couple of years, we have seen employee and CEO stress levels skyrocket (and for good reason). Finally, in 2022, COVID-19 related stress has started to fall, and overall employee stress is receding back to slightly lower than pre-pandemic levels. However, employees are increasingly feeling stress spring up from new sources – most notably from increased workload or lack of staff. In the Great Resignation, teams are forced to run leaner, leading to even more strain for the employees who remain in their positions. Not only does burnout create a cycle of resignation, it also has a detrimental impact on employee attendance and engagement. **70 percent of employees report that they've missed work this past year due to mental health issues. Only 28 percent of employees report feeling "very engaged" in their work.**

Even in times when stress is particularly pervasive, its manifestation is always personal in how it affects different employee populations. This year, we observed that non-binary and female-identifying employees are missing more days of work because of stress and

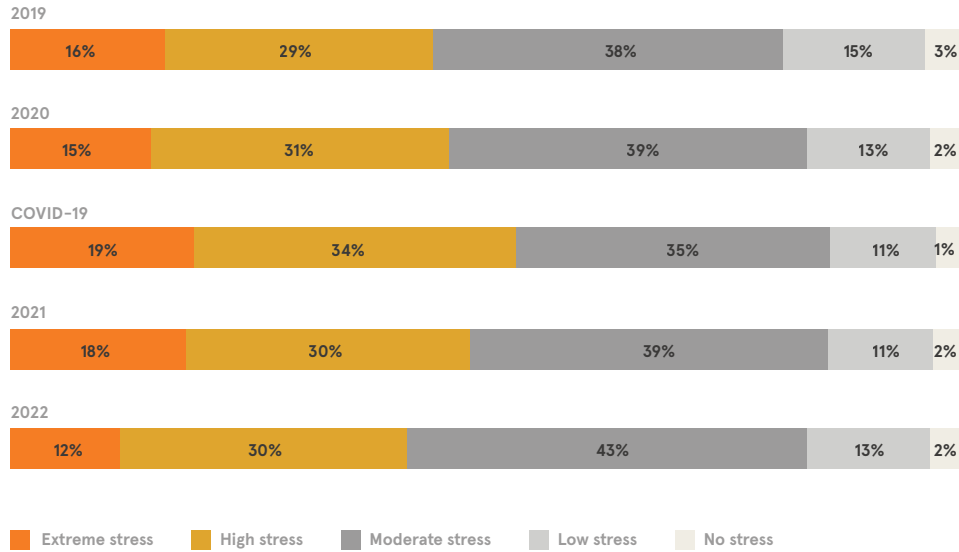
anxiety than their male-identifying colleagues. While COVID-19 largely remains top of mind for most, this year we see female-identifying employees report burnout as the top stressor impacting their mental well-being and their work.

In 2022 we also see a marked difference in the number of days employees are missing work due to mental health, particularly those in top leadership roles. Why is this significant? We know that good leadership is key to top-down stress management of the entire workforce and this calls for leaders who are purposeful, present, and plugged-in.



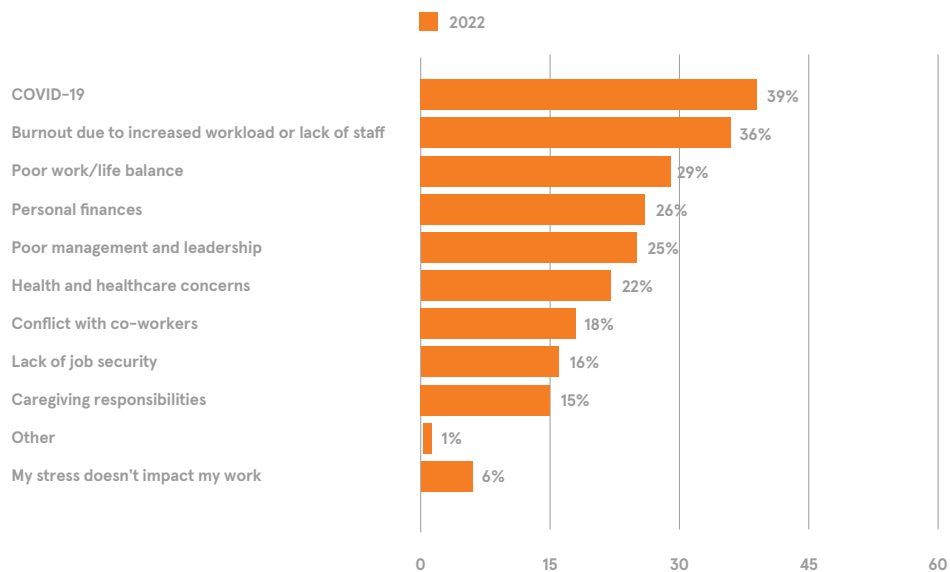
Overall, the intensity of employee stress is slightly lower than before the pandemic.

How would you characterize the overall level of stress you have experienced within the past 12 months? Choose the one answer that most closely applies.



Burnout due to increased workload or lack of staff is a close second behind COVID-19 concerns. Employees are feeling the strain from poor management and leadership, too.

What are the top issues currently impacting your stress levels at work? Choose up to 3 of the following.

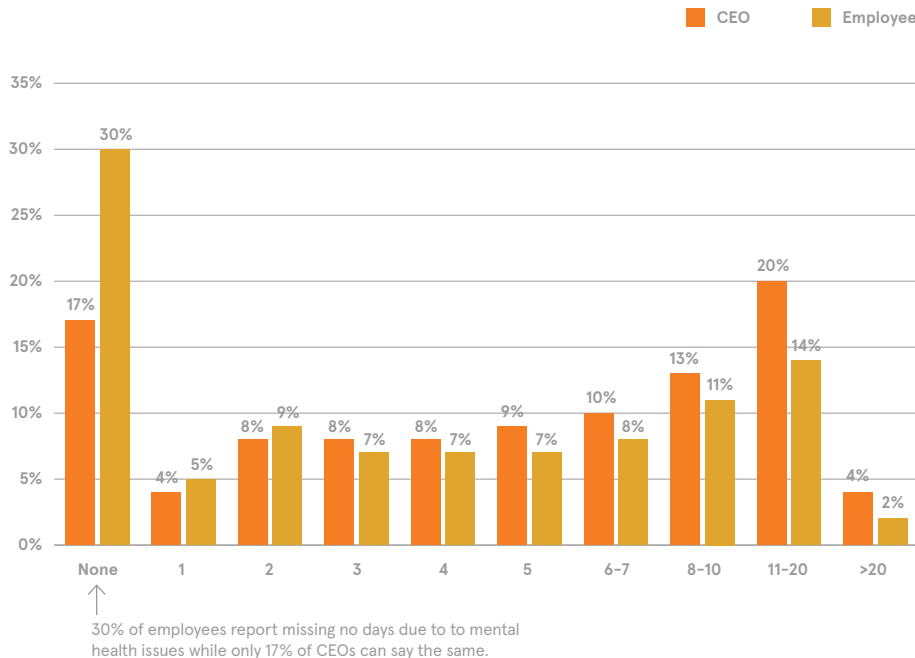


Employee populations are experiencing stress in acutely different ways. Non-binary employees are experiencing a much wider range of stressful issues at work, while burnout tops the list for female-identifying employees.



Employees and CEOs are missing work due to mental health issues, but CEOs are missing more.

How many days of work have you missed over the last 12 months due to stress, anxiety or any other emotional or mental health challenge?



What Organizations Can Do

Embed mental health support at the center of your employee retention strategy.

Giving employees a reason to stay involves more than providing flashy perks and for many, even increased pay. Today, when employees say “more,” they actually mean, “purpose,” “meaning,” “to feel valued.” The new currency is less about dollars and more about experiencing compassionate support, psychological safety, and a sense of belonging.

To stamp out the cycle of resignation, employers can start with an inclusive, person-centered approach to mental healthcare. One where one size doesn’t fit all. A truly effective mental health strategy supports the ebbs and flows of emotional well-being with solutions for employees who are struggling as well as those who are simply coping, and the ones already thriving.



“When battling burnout, adopting a growth mindset allows you to see challenges as opportunities to learn and innovate rather than as a signal to give up.”

- Shula Melamed, Behavioral Health Coach at Headspace Health

What exactly is burnout? Leaders should know how to spot it.

It’s ubiquitous, but much more than a buzzword. As of 2019, the World Health Organization officially classified “burnout” as a diagnosable medical condition that “... results from chronic workplace stress that has not been successfully managed.”

It is characterized by three dimensions:

- 1 Feelings of energy depletion or exhaustion.
- 2 Increased mental distance from one’s job, or feelings of negativism or cynicism related to one’s job; and
- 3 Reduced professional efficacy. Burnout refers specifically to phenomena in the occupational context and should not be applied to describe experiences in other areas of life.

World Health Organization

**Employers are
slowing down and
falling off when it
comes to providing
mental health
support.**

Key Insight #2

Business as Usual?

Surprisingly, even as the conversation around mental health reaches a fever pitch, in 2022 fewer employees report receiving mental health benefits than in prior years. It seems as though after a big push at the onset of the pandemic, employers are slowing down and falling off when it comes to providing mental health support for their populations. Employees are noticing and speaking up about this gradual about-face. Among global workers, **71 percent say their company increased focus on mental health because of the pandemic, but only 25 percent say they've kept that focus up.** The view from the C-suite is much different. 80 percent of CEOs surveyed report that their company increased focus on mental health and 41 percent report that they've kept it up. This discrepancy also extends to the perceived value of the benefits offered. As employee ratings of their organization's mental health benefits slightly decline, 82 percent of CEOs rate their mental health benefits as "excellent" or "very good." To this sentiment, only 51 percent of employees agree.

Unfortunately, lagging momentum comes right when employees' appetite for accessible mental health benefits ramps up. This "false start" to increased mental health support during the pandemic, while well-intentioned, now leaves employees vulnerable as they deal with the cumulative and lasting impact of the past two years.

Employers are pulling back on mental health programs at the exact moment employees need and want it most.

We've seen a dramatic increase in employee use of mental health benefits year-over-year, with 86% of employees using them at least occasionally in 2022 compared to 62% in 2019. Even with declining overall stress levels, employees recognize the importance of maintaining their mental wellness and are being proactive in taking advantage of the benefits offered to them. In large part, their efforts are paying off with 95 percent of employees reporting that taking steps to care for their mental health helped them excel at work. This is particularly true when it comes to enabling workers to generally feel more positive about their jobs (said 44%) and maintain a healthy work/life balance by keeping work stress from impacting their personal lives (said 47%).



71 percent of workers say their company increased focus on mental health because of COVID-19, but only 25 percent say they have kept that focus.

How has your company’s focus on employee emotional and mental health changed as a result of COVID-19? Choose the one answer that most closely applies.

All Countries



71 percent of workers say their company has increased focus on mental health

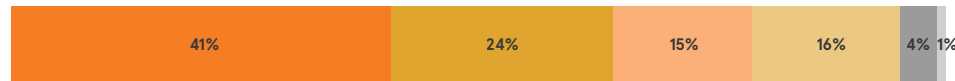
25 percent have kept the focus

- It increased during COVID-19 and has remained a focus
- It increased at the beginning of COVID-19, and while it has fallen off it's still higher than before
- It increased at the beginning of COVID-19, but is back to how it was before
- My company has always made this a priority, COVID-19 didn't change that
- My company has never made this a priority, even during COVID-19
- There is no consistency and always seems to change for no reason
- I don't know - I started working for this company during COVID-19

80 percent of CEOs say their company has increased focus on mental health and only half of those (41 percent) have kept the focus.

How has your company’s focus on employee emotional and mental health changed as a result of COVID-19? Choose the one answer that most closely applies. online counseling or mental health apps?

All Countries



80 percent of CEOs say their company has increased focus on mental health

41 percent have kept the focus

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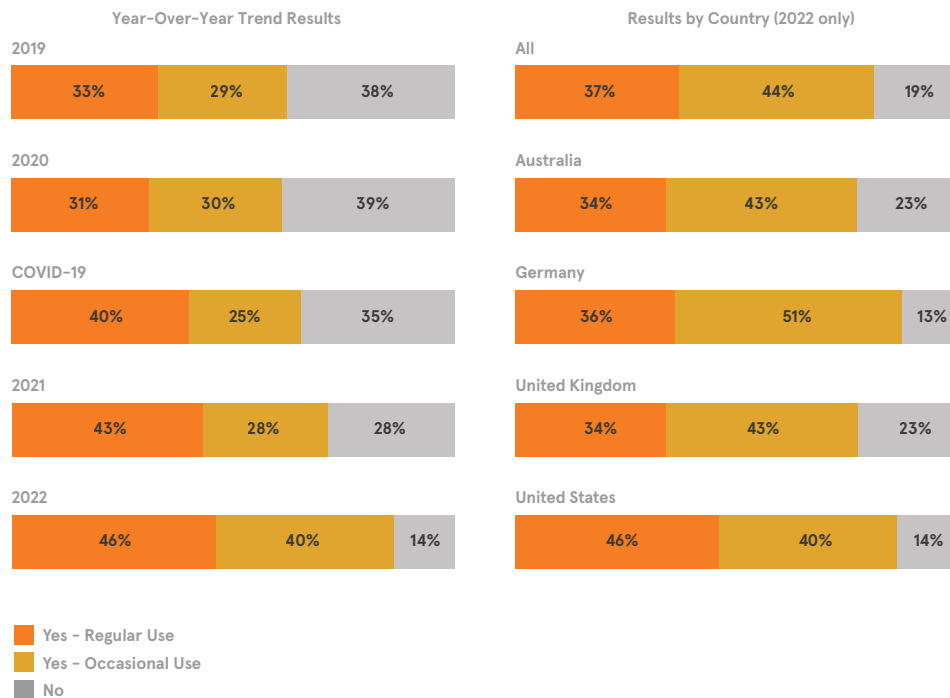
In 2022, even fewer employees report receiving mental health benefits than in past years.

Does your employer offer emotional and mental health benefits?



Use of benefits is increasing year over year.

Have you taken advantage of any of the emotional and mental health benefits that your employer offers?



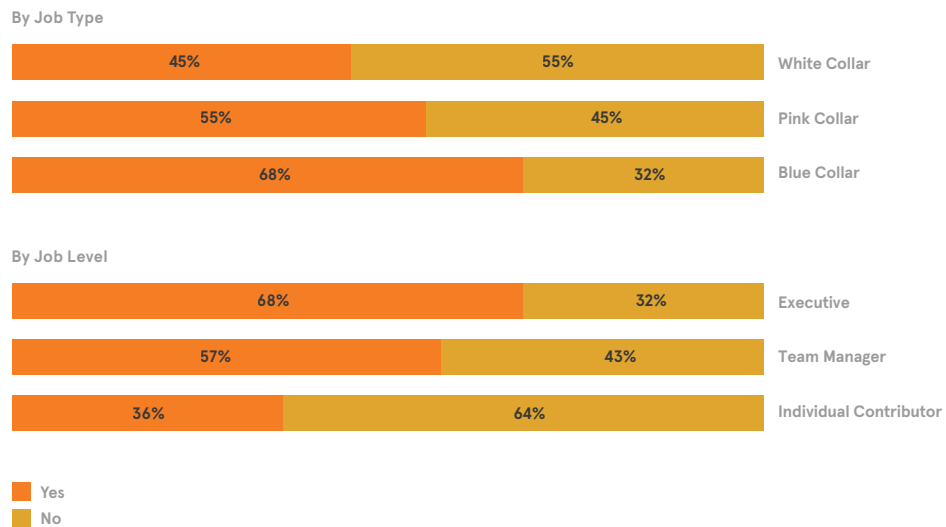
Use of tech-based mental health apps continues to see dramatic growth.

Have you ever used technology-based emotional or mental health services such as online counseling or mental health apps?



Blue collar workers and executives report the highest use of tech-based mental health services.

Have you ever used technology-based emotional or mental health services such as online counseling or mental health apps?



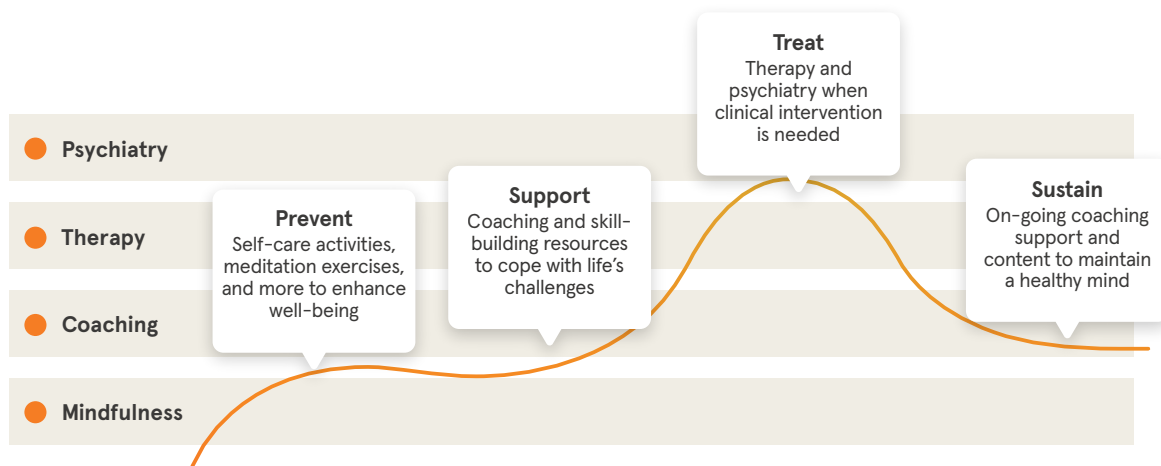


What Organizations Can Do

Focus on sustainability and scalability.

When it comes to mental well-being, employers need to play the long game. That is, the true measurement of success is making sure employees are taken care of both in the current moment and throughout *all* of life’s moments. To match the increasingly complex and ever changing world around us, a robust mental

health strategy must meet employees where they are: physically, emotionally, financially, and culturally. Effectively planning for strong workforce mental health also means recognizing that there are multiple pathways, none of which are necessarily linear.



Employees want care to be easily accessible, financially feasible, and deeply personalized.

Key Insight #3

Great Expectations

An increasingly diverse, multi-generational workforce expects quality, accessible, and culturally competent mental healthcare.

Today, employees are much more aware of what quality care looks like and in this new era of increased healthcare consumerism, they have come to expect it for themselves and their families. They want care that's based on methods deemed effective by mental health professionals and they want that care to be easily accessible, financially feasible, and deeply personalized.

EMPLOYEES WANT EASY ACCESS TO CARE. One of the greatest challenges of our mental healthcare system is the issue of access. Untangling insurance can be daunting, and once over that hurdle, it's all too common to suffer through long wait times (sometimes up to five or six weeks). This undoubtedly leads to frustration and a good portion of those seeking care will give up. Employers can play an important role in helping bridge the access gap by providing either preventative or therapeutic mental health solutions (or both). However, you can't be part of the solution if the mental health benefits you offer are hard to find or navigate.

EMPLOYEES EXPECT CLINICALLY-PROVEN, PERSONALIZED CARE. What does personalized mental healthcare look like? Following the emerging practice of "precision mental health" it essentially means identifying subgroup populations and focusing on enhancing the prevention, diagnosis, and treatment of various mental health issues based on proven effectiveness. It also means providing mental healthcare that resonates with one's personal journey, circumstances, beliefs, and culture. Why

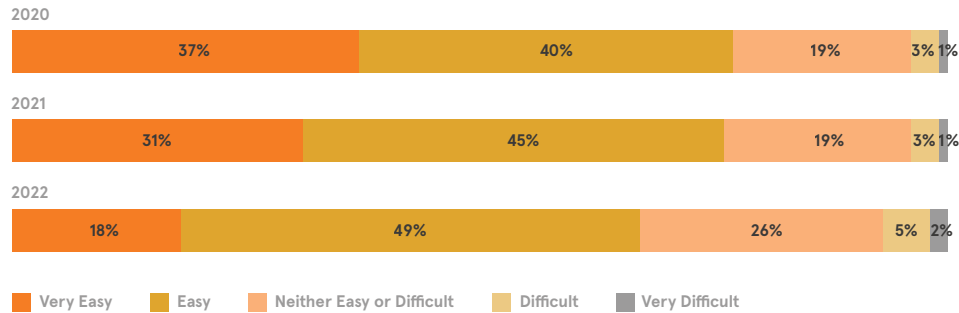
is evidence-based care so crucial? In short, because it works the best and diminishes the likelihood that an employee goes either under- (or over-) treated.

EMPLOYEES EXPECT INCLUSIVE, CULTURALLY-COMPETENT MENTAL HEALTHCARE. Our research shows that CEOs and employees alike recognize that mental health benefits must be inclusive of an increasingly diverse and global workforce. However, while nearly all (94 percent) of CEOs agree that employees should feel like their workplace is committed to diversity, equity, and inclusion, there is still work to do in making this a reality. Our 2022 study shows that non-binary employees acutely experience a greater range of workplace mental health stressors. Likewise, female-identifying employees (and millennials) are least likely to say their employers do enough to support their mental health.

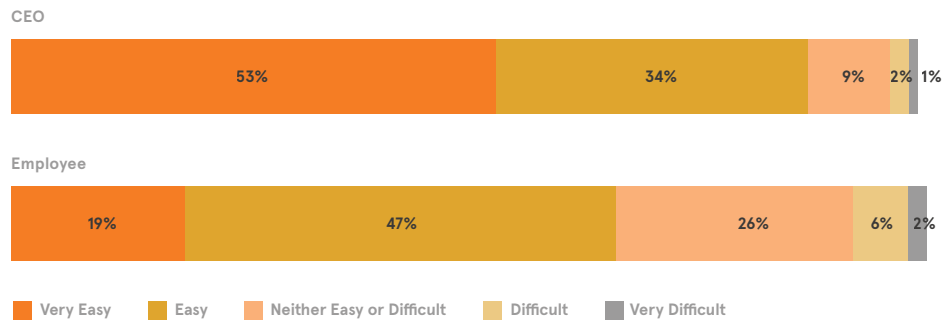
EMPLOYEES WANT CARE INCLUSIVE OF THEIR FAMILIES. Mental health doesn't impact just the individual, but the entire family system. And when something is amiss at home, it undoubtedly impacts how employees show up at work. Particularly with adolescent mental health issues on the rise, making sure employees' dependents are included in mental health offerings is crucial to maximizing a program's impact.

There’s a steep decline in how easy employees report it is to access mental health benefits. In 2020, 37 percent of employees said it was “very easy,” compared to 2022, when 18 percent said it was “very easy.”

How easy or difficult is it to access your company’s emotional and mental health benefits?

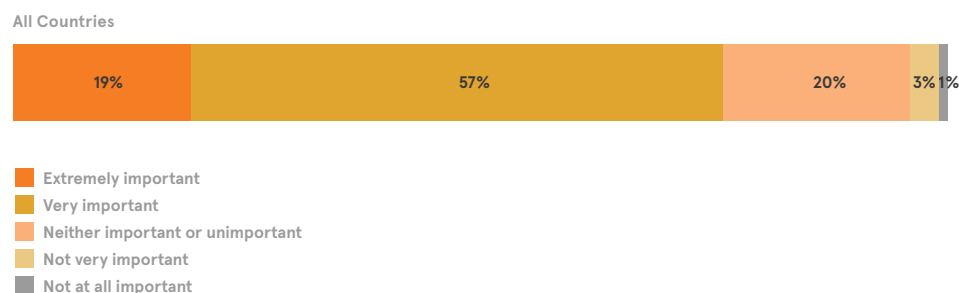


There’s a big gap between CEO and employee perceptions of how easy it is to access mental health benefits. 87 percent of CEOs say it’s “very easy” or “easy” while only 66 percent of employees agree.



76 percent of workers agree that it’s important that their company’s emotional and mental health benefits are based on methods that licensed behavioral health or medical professionals agree are effective.

How important is it to you that a company’s emotional and mental health benefits are based on methods that licensed behavioral health or medical professionals agree are effective?

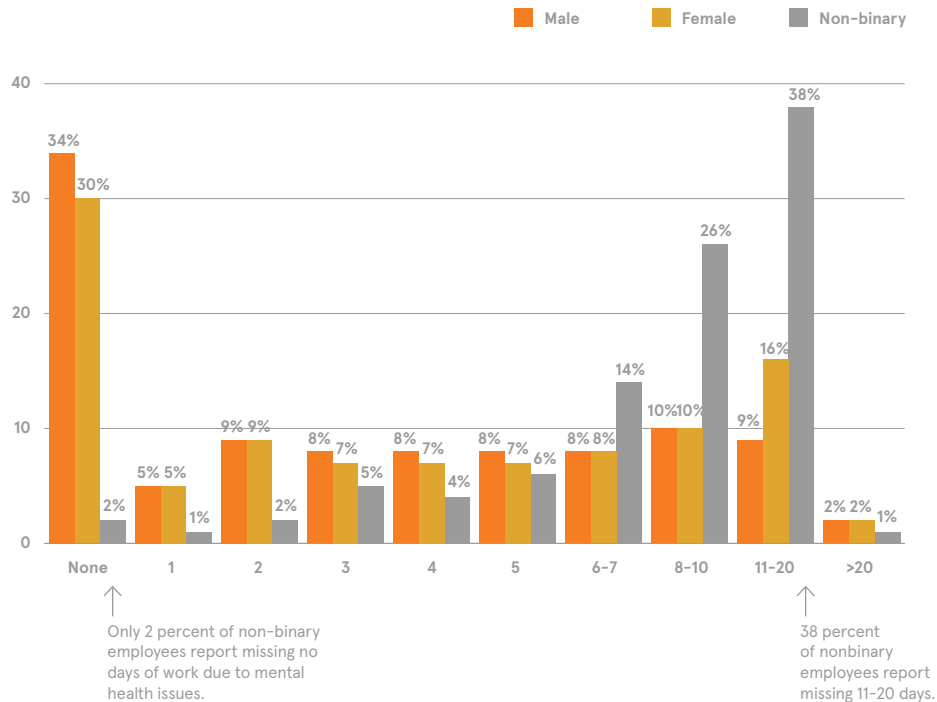


89 percent of CEOs see the inextricable link between DEI and mental health.

Please indicate your level of agreement with the following statement: Companies with an effective DEI&B program will see a positive and direct impact on the mental health of their employees.

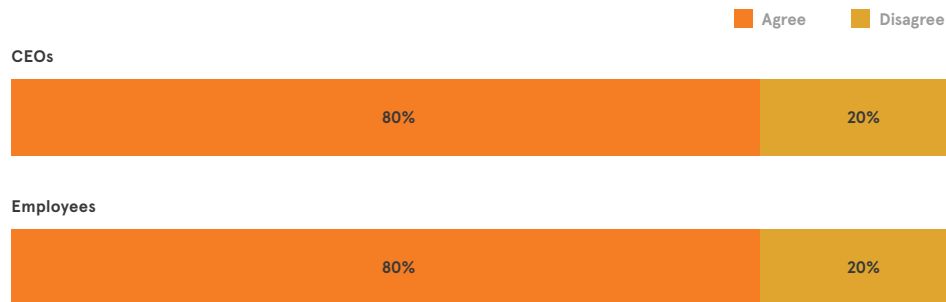


Non-binary employees report missing more days of work than male and female identifying employees.



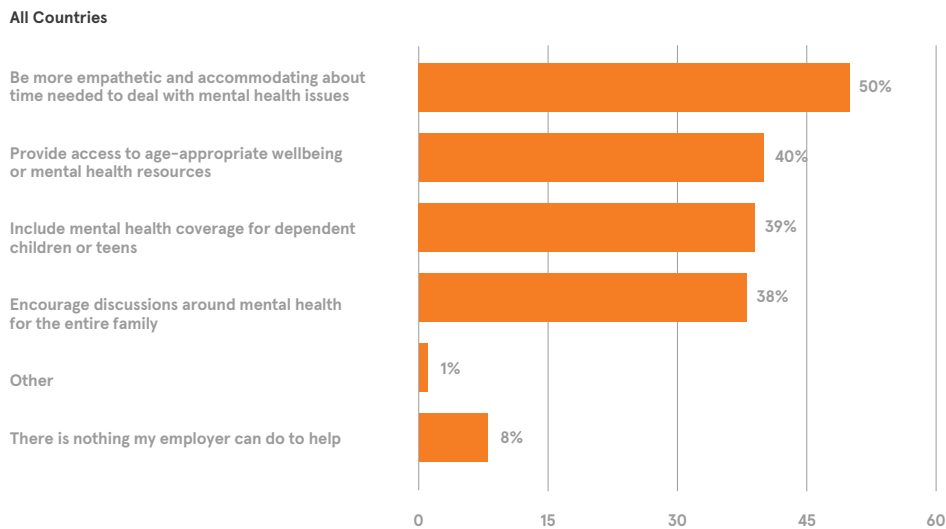
80 percent of working parents (CEO and employees) surveyed say the mental health of their children significantly impacts their productivity at work.

Please indicate your level of agreement with the following statement: My child’s mental health significantly impacts my productivity at work.



92 percent of employees believe work policies could help them manage their children’s emotional well-being.

What could your employer do to help you manage the emotional and mental wellbeing of your children? Choose all that apply.



85 percent of CEOs agree that companies have a *responsibility* to help employees manage the emotional and mental well-being of their children.

Please indicate your level of agreement with the following statement: Companies have a responsibility to help employees manage the emotional and mental well-being of their children.



- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree



What Organizations Can Do

Think holistically when building a mental health strategy.

Because each employee population is so different, there is no true handbook for building a fail-proof strategy. But like the twist and turns inherent in the journey towards mental wellness, finding the right mix of tools is a lesson in trial and error. If there is one piece of sage advice we can give leaders, it is to think holistically when building a mental health strategy. This is the best way to ensure leaders are meeting diverse needs and bridging as many care gaps as possible.

SOME HELPFUL QUESTIONS TO PONDER INCLUDE:


- How does mental health support fit into both your DEI&B and total well-being strategies?
- Who has access? Are there segments of your employee ecosystem left without appropriate support?
- Is support easy to find and navigate?
- How effective is the support you provide employees? Are there ways to track and measure over time?
- Are employees familiar with the types of support that exist and which are right for them?
- How does your culture encourage (or discourage) taking advantage of mental health support?



“In 2022 and beyond, conversations will shift from the ‘business case’ of DEI&B to the ‘wellness case’ for DEI&B, given the continued focus on building, retaining, and supporting diverse workforces.”

– Désirée Pascual, Chief People Experience
Officer at Headspace Health

Managers are balancing their team's emotional and functional capacity and they are feeling the blowback.



Organizational leaders are ready and willing to lead the charge towards better mental health...but they need help.

Key Insight #4

Leaders Need a Little Extra Support

Work significantly impacts employees' mental well-being and organizational leaders can take an active role to ensure this impact is a positive one. That being said, we know it's hard to be a leader in times of uncertainty. With short staff (oftentimes accompanied by short timelines, short budget, and short tempers), managers are balancing their team's emotional and functional capacity and they are feeling the blowback. At the end of the day, our fearless leaders are people too, albeit ones with the strongest influence to drive culture and shape employees' perceptions of an organization. As super users of company mental health benefits themselves, leadership is also primed to be strong champions of these solutions. **60 percent of CEOs say they utilize their company's mental health benefits regularly compared to 37 percent of employees. 91 percent of CEOs say they take advantage of these benefits at least occasionally.**

In 2022, 57 percent of CEOs report that talking about their mental health actually makes them a better leader. Along with helping them create a greater sense of community, talking about their mental health serves as a way to implicitly give permission for others to open up as well. On the flip side, three-quarters of employees globally say they appreciate their leader's transparency on the matter. This rings particularly true for millennials and Gen Z employees.

We are thrilled to observe a dramatic increase in the number of CEOs who have decided to open up. **In 2022, 65% of CEOs report talking about their mental health in the workplace, compared to only 35% back in 2020.** In other words, stigma is lessening, C-suite conversation around mental health is more the norm, and leaders who are not talking about

Continued on next page.

mental health now make up the minority. This year's research also shows that there has been a significant jump in CEOs who say that "nothing" (including fear of losing credibility, etc.) holds them back from talking about their mental health. **This is up from 8 percent in 2021 to 30 percent in 2022.**

THERE'S A CATCH: as with most sensitive topics, leaders still struggle with the what, where, when, and how to communicate effectively. At least in part, we attribute some of the mental health perception gaps we've observed between leaders and employees as resulting from faulty or insufficient communication.

For example, in 2021 we first observed a significant (and startling) perception gap between how CEOs and employees rate workplace mental health support. Unfortunately, this major gap still exists with 94 percent of CEOs thinking they do enough to support their worker's mental health, and only 67 percent of

employees agreeing.

Taking a step back, we see a major gap between how many CEOs and employees report that their company offers mental health benefits in the first place. In fact, 88 percent of CEOs say they do, while only 61 percent of employees report the same.

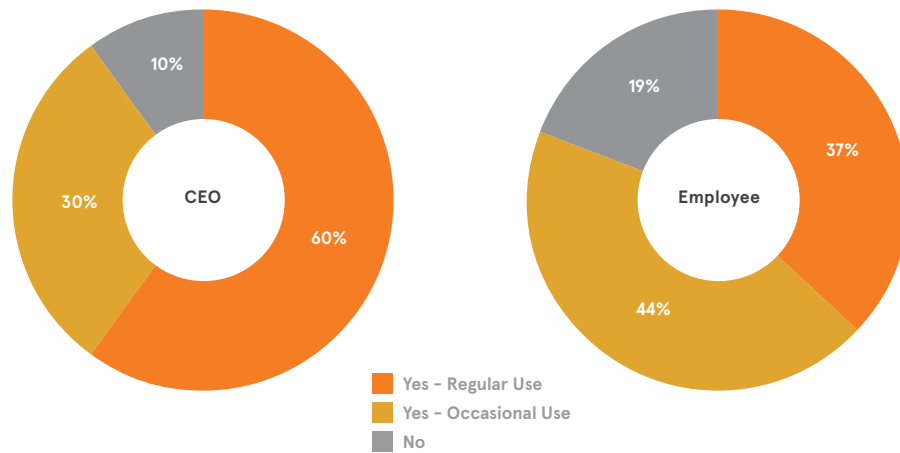
Lastly, employees are unclear around if and when they are permitted to take time off work to care for their mental well-being. Globally, 20 percent of employees say this all depends on their boss's mood. And while only 3 percent of employees report feeling "guilty" for taking time off for their personal needs, 41 percent still expressed the urgency to make sure their work gets done at all costs. Without sturdier mental health (and work design) solutions in place, simply taking time off serves as merely a "Band-aid" fix.



60 percent CEOs use their company’s mental health benefits regularly compared with 37 percent of employees.

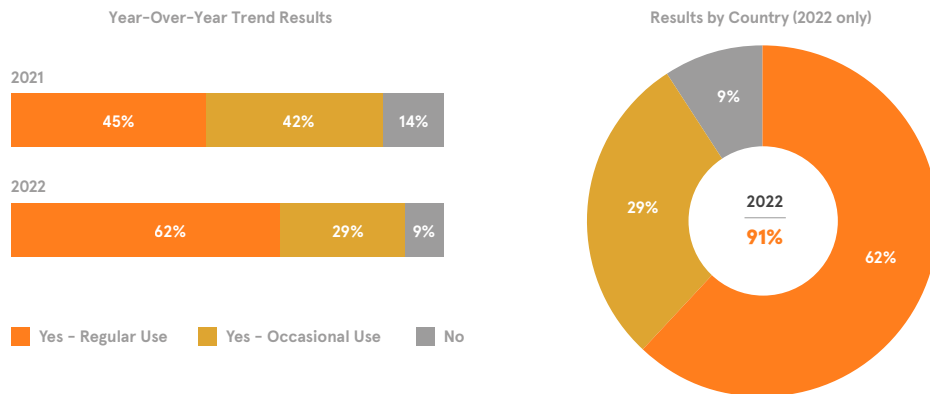
CEO: Have you personally taken advantage of any of the emotional and mental health benefits that your company offers to employees?

Employee: Have you taken advantage of any of the emotional and mental health benefits that your employer offers?



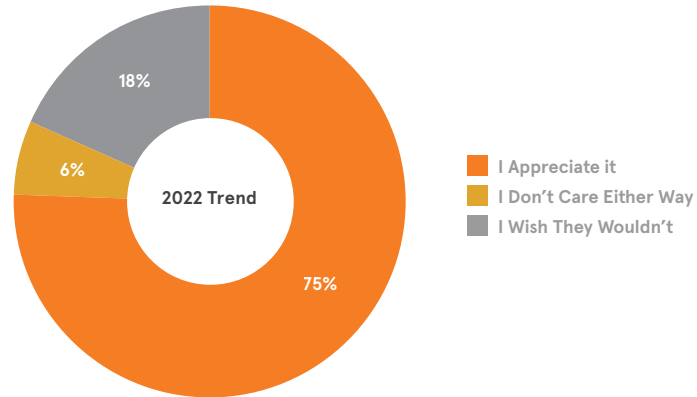
91 percent of leaders take advantage of mental health support at least occasionally.

Have you personally taken advantage of any of the emotional and mental health benefits that your company offers to employees?

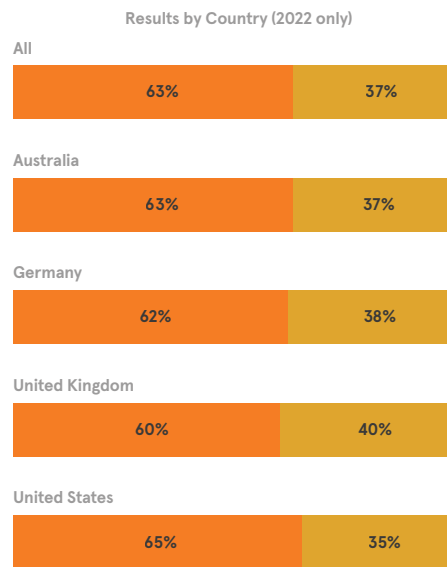
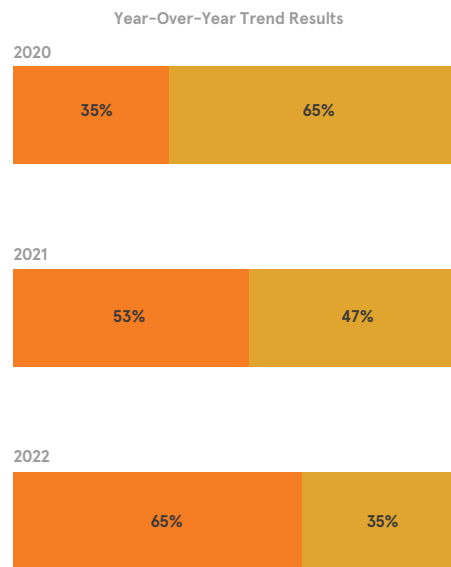


Globally, three-quarters of employees say they appreciate when their leaders speak about mental health.

How do you feel about your leaders speaking about their emotional and mental health?

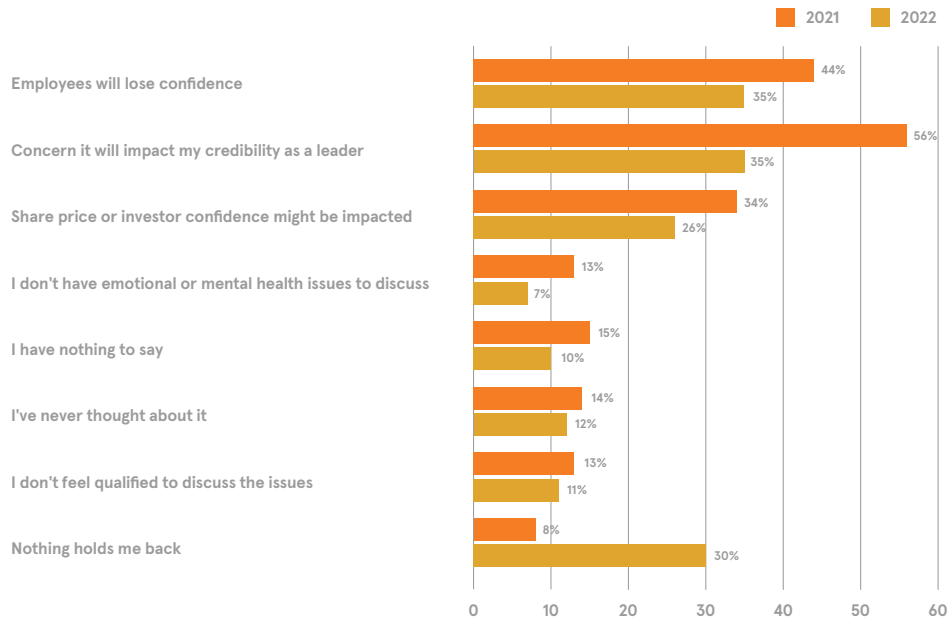


According to employees, there's been a significant increase in leadership speaking about their own mental health since before COVID-19, up from 35% in 2020 to 65% in 2022.



Yes
No

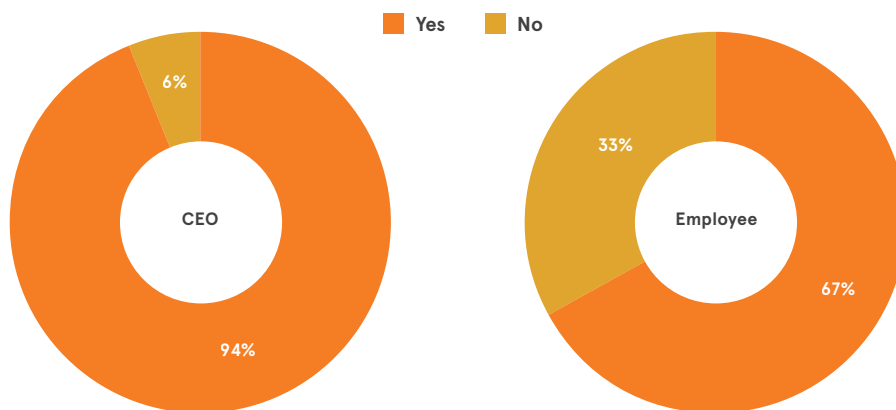
We've seen a significant uptick in CEOs saying that nothing holds them back from talking about their mental health, up from 8% in 2021 to 30% in 2022.



Major perception gap still exists between employees and CEOs regarding whether they do enough.

CEO: In your opinion, does your company do enough to support the mental health of your employees?

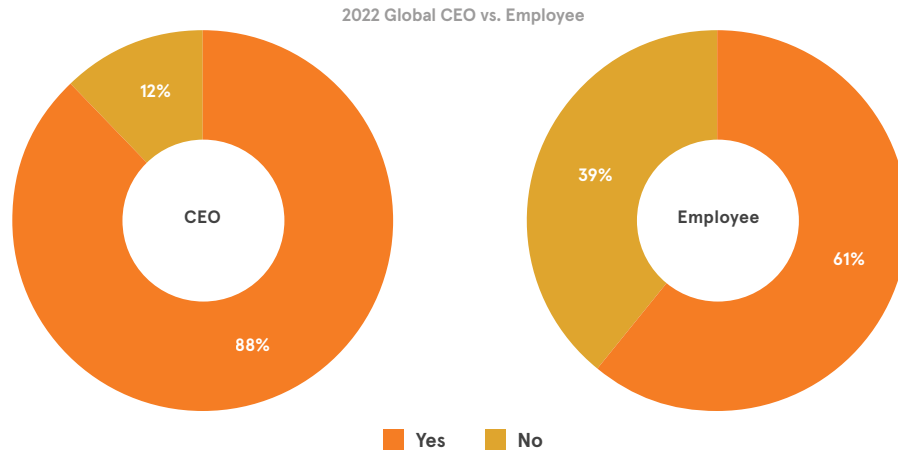
Employee: In your opinion, does your employer do enough to support your mental health?



88 percent of CEOs say their company offers mental health benefits, while only 61 percent employees say the same.

CEO: Does your company offer emotional and mental health benefits to employees?

Employee: Does your employer offer emotional and mental health benefits?



What Organizations Can Do

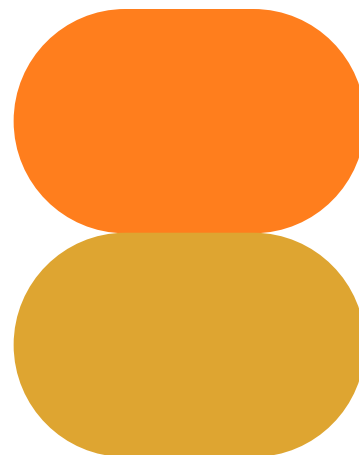
Build a culture of mental health incorporating compassionate and mindful leadership.

Celebrate your leader's willingness to be transparent and equip them to be the mental health stewards employees need. You can start small by simply asking the right questions and taking the time to listen. **Among employees, 82 percent want their employer to ask them how they are doing and actually care about the answer.** Part of building a culture of compassion is turning simple niceties into real opportunities to connect.

Another piece of the puzzle is connecting what leaders say with what they actually do. Are they modeling self compassion? Are they making sure work isn't overtaking or negatively impacting employees' personal lives by creating opportunities for better work/life balance? Are they showing gratitude for the employees that through all of life's hurdles, still show up and help do great things? Furthermore, are they fostering a culture that allows employees to show up to work as their full selves (struggles, strengths and deficits in tow) and still feel valued and accepted?

THE RIPPLE EFFECT OF COMPASSIONATE LEADERSHIP

Seemingly small actions add up to make a big difference. And these efforts can be amplified further by providing leaders with formal, periodic training around how to lead compassionately and talk about mental wellness. Strong workplace mental health is built incrementally. As we know, Rome wasn't built in a day. But with capable and well-equipped managers leading the charge, employees can feel more connected, invested, and inspired to continue to drive forward in their workplace.



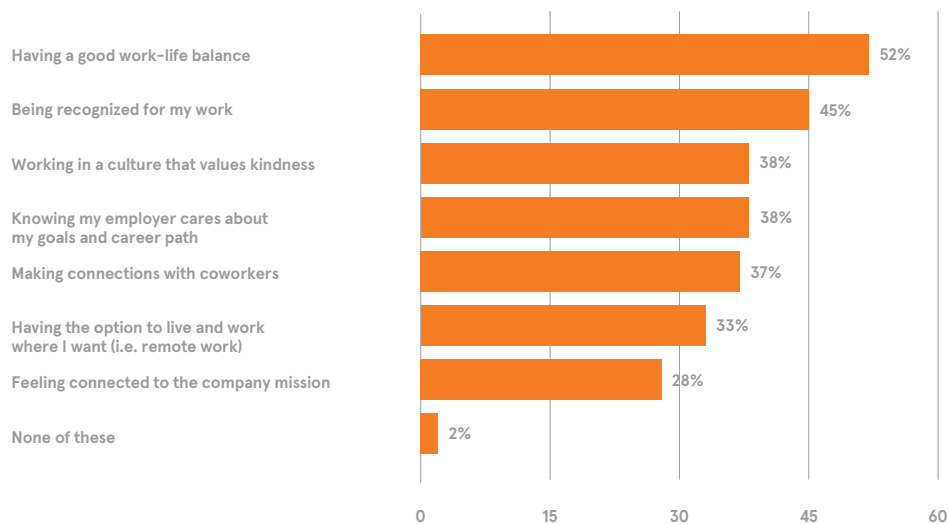
82 percent of employees want their employer to ask them how they are doing...and actually care about the answer.

Please indicate your level of agreement with the following statement: I wish my boss would ask me how I'm doing and actually care about the answer.



Work/life balance tops the list for employees of factors that are important to their well-being and 45 percent of workers say being recognized for their work is important to their emotional well-being.

Which of the following do you think are important to your emotional and mental wellbeing AT WORK? Choose all that apply.



9 in 10 employees say they do their best work when they feel included and connected to their team. 88 percent of employees agree that it's important that they bring their "whole self" to work.

Please indicate your level of agreement with the following statement: It's important that I can bring my "whole self" to work.



Strongly agree Agree somewhat Disagree somewhat Strongly disagree



Employee Demographics

Country

AUSTRALIA	27%
GERMANY	24%
UNITED KINGDOM	26%
UNITED STATES	23%

Gender

MALE	47%
FEMALE	47%
NON-BINARY	6%
PREFER NOT TO SAY	0.06%

Living Environment

URBAN AREA	32%
SUBURBAN AREA	39%
RURAL AREA	28%

Company Size

LESS THAN 100	20%
100 - 1,000	30%
1,001 - 1,500	17%
1,501 - 5,000	13%
5,001 - 25,000	14%
MORE THAN 25,000	7%

Age

GEN Z: YOUNGER THAN 27	19%
MILLENNIAL: 27 TO 41	37%
GEN X: 42 TO 57	23%
BABY BOOMER: OLDER THAN 57	21%
PREFER NOT TO SAY	0.11%

Ethnicity

CAUCASIAN OR WHITE	68%
HISPANIC OR LATINO	11%
BLACK OR AFRICAN AMERICAN	10%
ASIAN	8%
OTHER	3%
PREFER NOT TO SAY	1%

Job Level

EXECUTIVE	39%
TEAM MANAGER	32%
INDIVIDUAL CONTRIBUTOR	29%

Household Income

LESS THAN \$25,000	6%
\$25,000 - \$50,000	21%
\$50,000 - \$75,000	27%
\$75,000 - \$150,000	34%
\$150,000 - \$250,000	7%
MORE THAN \$250,000	2%
PREFER NOT TO SAY	2%

Minority Group

WOMAN	41%
PERSON OF COLOR (POC)	9%
LGBTQIA+	10%
DISABLED	7%
NONE OF THESE	41%
PREFER NOT TO ANSWER	3%

Job Type

WHITE COLLAR: KNOWLEDGE WORKER (I.E. OFFICE, TECHNOLOGY, MEDIA)	37%
PINK COLLAR: SERVICE WORKER (I.E. RETAIL, EDUCATOR, HOSPITALITY, HEALTHCARE)	33%
BLUE COLLAR: MANUAL OR SKILLED LABOR (I.E. CONSTRUCTION, TRANSPORTATION)	30%

Industry

CONSTRUCTION	15%
EDUCATION	8%
ENERGY AND UTILITIES	3%
FINANCIAL SERVICES AND INSURANCE	6%
GOVERNMENT	4%
HEALTHCARE AND PHARMACEUTICAL	10%
HOSPITALITY (HOTEL, RESTAURANT, ENTERTAINMENT, ETC.)	6%
LEGAL	1%
MANUFACTURING	4%
MARKETING, MEDIA, AND ADVERTISING	5%
NON-PROFIT	2%
RETAIL 9% SERVICES (BUSINESS OR PERSONAL)	6%
TECHNOLOGY	10%
TELECOMMUNICATIONS	2%
TRANSPORTATION AND LOGISTICS	6%
OTHER	5%

Caregiver Responsibilities

PRESCHOOL AGE OR YOUNGER CHILDREN	17%
SCHOOL-AGE CHILDREN	24%
TEENAGERS	21%
YOUNG ADULTS LIVING AT HOME	17%
PARENTS OR OTHER OLDER ADULTS	18%
I AM NOT A CAREGIVER	32%

CEO Demographics

Country

AUSTRALIA	26%
GERMANY	26%
UNITED KINGDOM	24%
UNITED STATES	24%

Company Size

100 - 1,000	25%
1,001 - 1,500	28%
1,501 - 5,000	25%
5,001 - 25,000	19%
MORE THAN 25,000	3%

Ownership Type

PUBLIC	33%
PRIVATE	66%
OTHER (I.E. GOVERNMENT)	1%

Job Type

KNOWLEDGE WORKER (I.E. OFFICE, TECHNOLOGY, MEDIA)	34%
SERVICE WORKER (I.E. RETAIL, EDUCATOR, HOSPITALITY, HEALTHCARE)	27%
MANUAL OR SKILLED LABOR (I.E. CONSTRUCTION, AGRICULTURE, TRANSPORTATION)	39%

Industry

CONSTRUCTION	13%
EDUCATION	3%
ENERGY AND UTILITIES	4%
FINANCIAL SERVICES AND INSURANCE	9%
GOVERNMENT	4%
HEALTHCARE AND PHARMACEUTICAL	10%
HOSPITALITY (HOTEL, RESTAURANT, ENTERTAINMENT, ETC.)	7%
LEGAL	2%
MANUFACTURING	9%
MARKETING, MEDIA, AND ADVERTISING	2%
NON-PROFIT	0%
RETAIL	9%
SERVICES (BUSINESS OR PERSONAL)	4%
TECHNOLOGY	17%
TELECOMMUNICATIONS	3%
TRANSPORTATION AND LOGISTICS	2%
OTHER	2%

Gender

MALE	64%
FEMALE	36%
NON-BINARY	0%
PREFER NOT TO SAY	0%

Age

YOUNGER THAN 30	8%
30 TO 40	43%
41 TO 50	26%
51 TO 60	14%
61 TO 70	8%
OLDER THAN 70	1%
PREFER NOT TO SAY	0%

Living Environment

URBAN AREA	54%
SUBURBAN AREA	36%
RURAL AREA	10%

Ethnicity

CAUCASIAN OR WHITE	78%
HISPANIC OR LATINO	4%
BLACK OR AFRICAN	16%
ASIAN	2%
NATIVE OR INDIGENOUS	1%
OTHER	0%
PREFER NOT TO SAY	0%

Caregiving Responsibility

SPOUSE OR OTHER PARTNER	73%
PRESCHOOL AGE OR YOUNGER CHILDREN	25%
SCHOOL-AGE CHILDREN	39%
TEENAGERS	34%
YOUNG ADULTS LIVING AT HOME	15%
PARENTS OR OTHER OLDER ADULTS	9%
NO ONE BESIDES ME	3%

CEO ethnicity data is only applicable in the US

